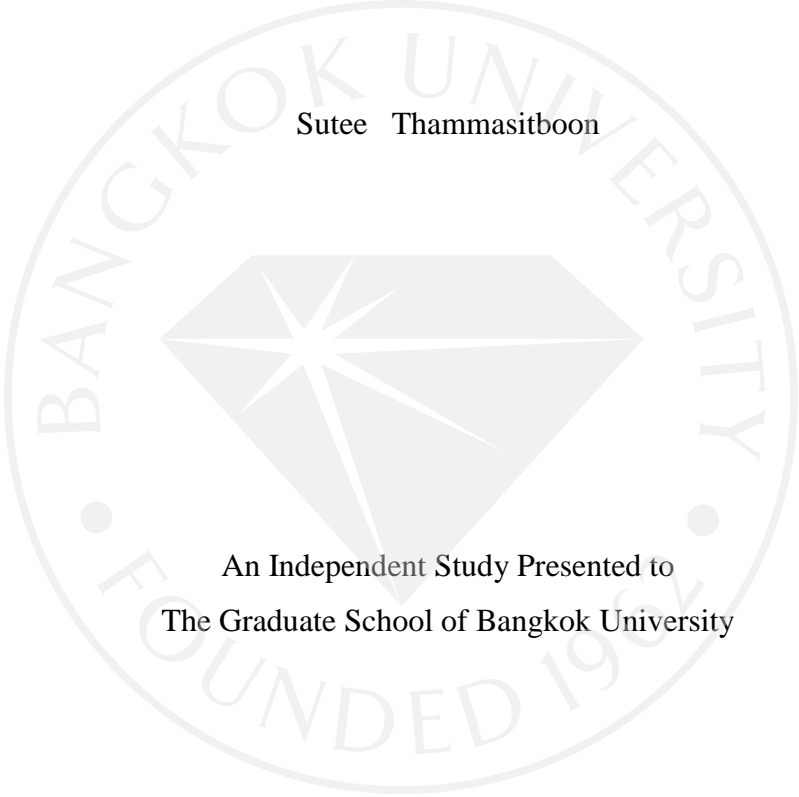


THE STUDY OF CONSUMER PERCEPTION
TOWARDS THE CORPORATE SOCIAL RESPONSIBILITY OF
THAI BEVERAGE CO., LTD. (PUBLIC)



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Sutee Thammasitboon



An Independent Study Presented to
The Graduate School of Bangkok University

In Partial Fulfillment
of the Requirements for the Degree
Master of Business Administration

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Sutee Thammasitboon

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**This Independent Study has been approved by
the Graduate School
Bangkok University**

Title: THE STUDY OF CONSUMER PERCEPTION TOWARDS THE CORPORATE
SOCIAL RESPONSIBILITY OF THAI BEVERAGE CO., LTD. (PUBLIC)

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The study of consumer perception towards the Corporate Social Responsibility of Thai Beverage Co., ltd (Public). (81 pages)

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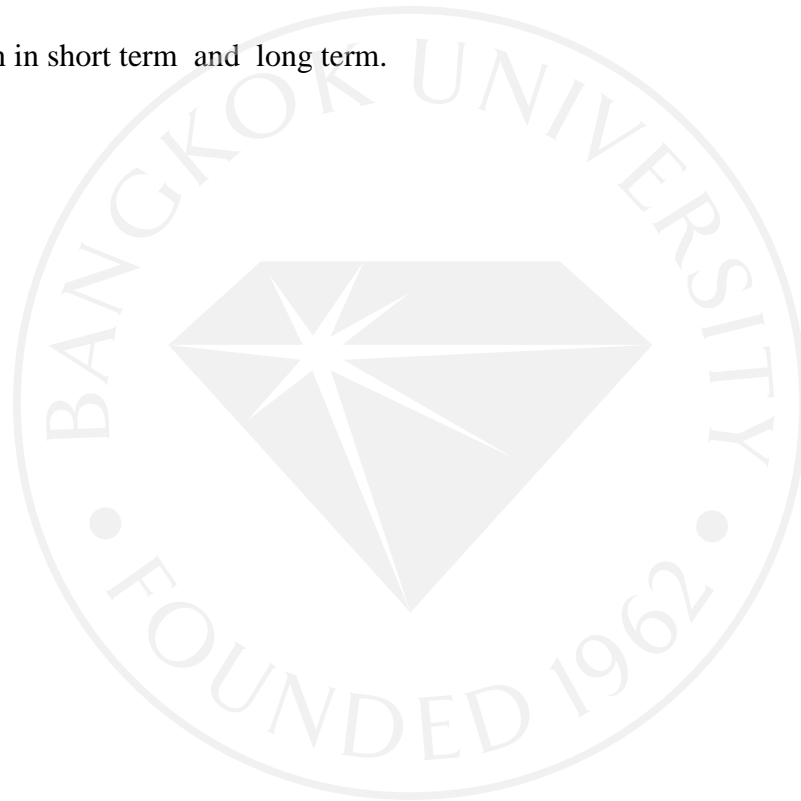
ABSTRACT

The objective of this study are to analyze the Corporate Social Responsibility Activities which are societal responsibility , Educating responsibility, Public health responsibility, Sportive Responsibility and Culture Responsibility that implemented by Thai Beverage co., ltd (public) and to investigate the consumer's perception on the image of companies via their corporate social responsibility activities , and to find the key factor effecting the consumer perception on company's corporate social responsibility activities and its relationship to the consumer's purchasing decision making , as well as to provide the corporation the strategy on CSR. The research employs data and information through 400 questionnaires by random sampling survey from customers who purchase alcohol beverage category in Tesco Lotus.

The result of this study found the consumer perceptions towards the corporate social responsibility activities was not negative feedback and the corporate image towards their social responsibility activities also had positive relationship association however it still was not significant to be the main criteria to buying behavior of consumer because the most importance factor to determining of consumer purchasing decision was the reputation of organization but it's not CSR issue whatever it has the

potential opportunity to improve it. Consumers satisfied to the overall of corporate social responsibility activities of Thai beverage co., ltd (public) especially for societal responsibility activities and also accepted alcohol beverage consumption in Thailand.

so far have the advantage for Thai beverage co., ltd (public) to develop the Corporate Social Responsibility activities and others forward to the better image of corporation and aim to be the priority of criteria to pay attention to purchasing decision in short term and long term.



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I would like to acknowledge the help and support of many people without whom this study would not have been completed. I wish to express my sincere appreciation my independent study advisor Dr. Paul T. J. James for his time, steady support, statistical proficiency and direction throughout my independent study.

Any mistakes which probably happened here, unavoidably, I'm in the position of the researcher was the only one who has accepted that.

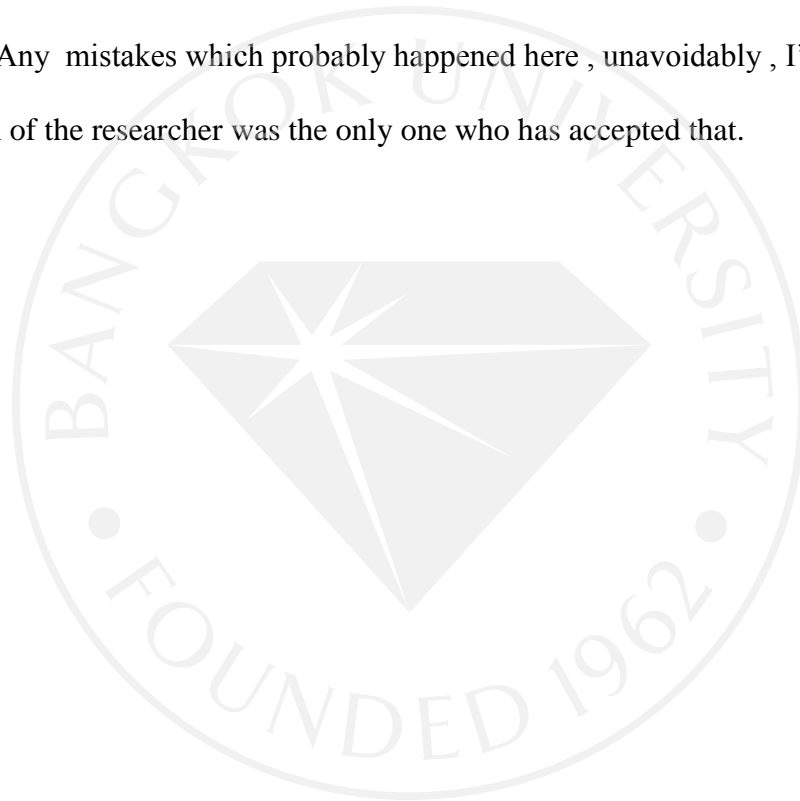


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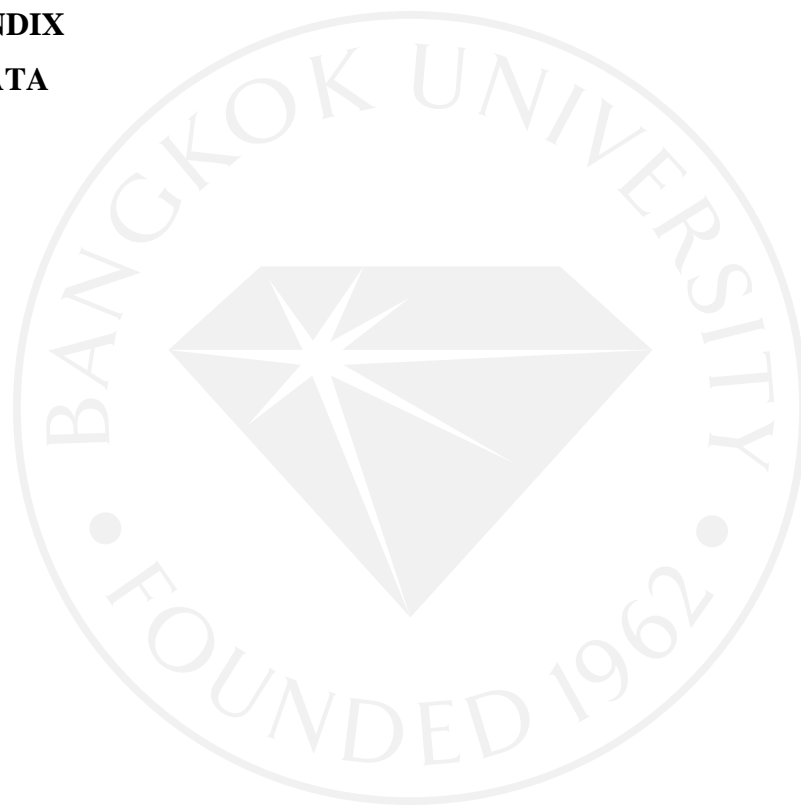
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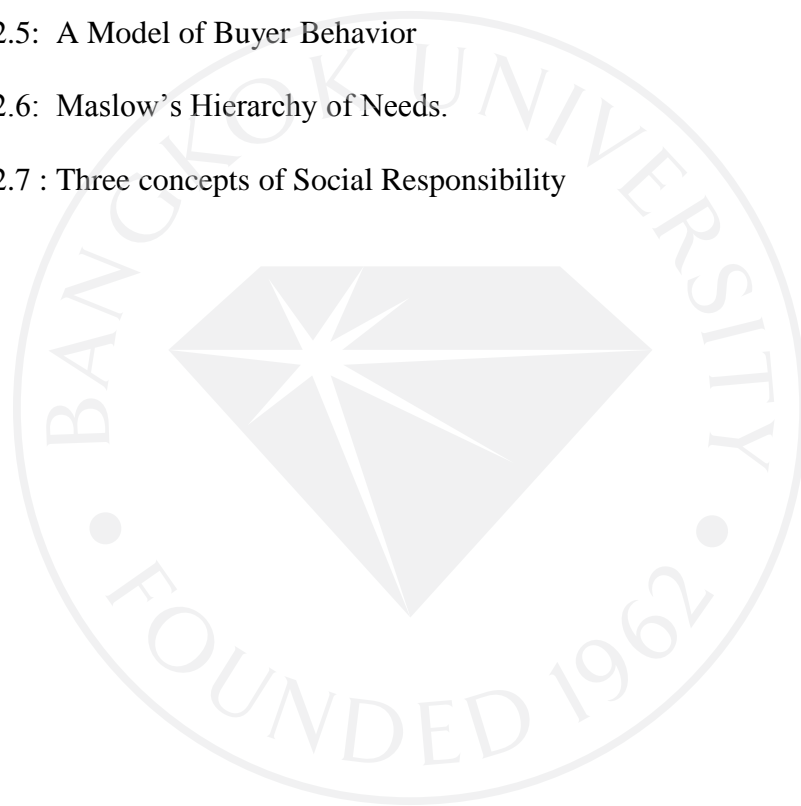
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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The present , Every business try to create value to their organization to achieve the profitable business activity , mission statement and vision. The performance of product ,financial figure , share holder and employee satisfaction is not only evaluated and presented the successful of business but also customer satisfaction to create loyalty and trustingly to customer which is the key factor to sustain strongly in Market for long term. The corporate social responsibility is the one important strategy for most corporations in creating their social image and reputation to take their responsibilities to society and also the participation of customers in business process become common practice of many success corporations.

Thai beverage co., ltd (public) which was the first company of Thai liquor industry that established more than 219 years from 1786 to present and currently they are the largest of alcohol beverage producer in Thailand and Southeast Asia .(www.thaibev.com) .The social responsibility reaction is very important to corporate image because the Thai beverage co., ltd (public) and other companies which produce and distribute alcohol category included Liquor , Beer ,Wine ,etc in Thailand because they is inhibited to advertise and communicate commercially to increase consumption from government because it promote Thai people to more alcohol beverage drinking

that contrast with ethic in Thailand so the CSR is the one key strategy to participate and associate closer with their customer.

According to the Alcohol Related Problems Research Centre, Thai consumers consume alcohol beverage consisted of liquor, beer and wine has increased steadily in recent years from 1998 was ranked 50th for overall alcohol consumption in the world .It increase continually from 1999 at 44th ranking to 43rd in 2000, and moved up to 40th place in 2001. The statistics from the Thanyarak Institute which is an alcohol and drug rehabilitation centre show that from 2004 to May 2009, there are 4,408 alcoholic patients checked in for treatment and rehabilitation that is not good sign for Thai people who have high risk to alcoholism. The affects on the body of prolonged and excessive intake of alcohol drinks with average of four drinks in men and three drinks in women per day and also include brain damage or deterioration, partial memory loss, sexual impotency, coronary and artery disease, intestinal bleeding, liver cirrhosis and abnormal blood circulation (www.nationalmultimedia.com). The Thai government and many institute and associations of healthy, culture and ethics in society starting to serious for this problem because not only effect directly to people who drink alcohol beverage but also impact negatively to their family and community. Definitely, The government and else can not instruct and set the rule to stop alcohol drinking because it is the right of people but they can make the rule to control and reduce the chance to more alcohol beverage drinking such as forbid to do strong promotion in retailers, stop to run on the mass advertisement and launch campaign to stop liquor hamper for your lover in new year festival and also other institutions propose many campaigns to support the

government in the direction to refrain liquor drinking and decrease the volume of liquor consumption.

CSR (Corporate Social Responsibility) is one of marketing strategy to support company to improve or just sustain their performance in the market and to create the social image for changing attitude and perception of Thai consumers. The CSR campaign represent the recognition of organization to consider the interested issue of society by taking responsibility to associate closer with consumers.

1.2 Statement of Problems

Actually, Thai beverage co., ltd (public) try to implement strongly many campaigns and activities related to corporate social responsibility strategy such as offering instructional and educational equipment of University and school , joining with PDA to launch village development partnership program , Chang love the elderly campaign , promoting children nutrition through vegetable seeds offering project ,etc in order to associate closer with Thai people however it still strongly have the remonstrations from some associations , institutes and consumers so the problems of researching are How consumer perception toward The Thai Beverage co., ltd (public) social responsibility activities and this activities effect to corporate image and the consumer criteria to purchasing decision to Thai beverage product and also know level of consumer's satisfaction for the social responsibility of the company.

1.3 Intention and reason for Study.

An intention of this study is beneficially for Top management of Thai beverage co., ltd (public) to more clarify and understand view of attitude and perception of consumer toward the conflict between social responsibility campaign which for social image of corporation and alcohol beverage business which have the negative impact to Thai society system .

1.4 Research Objective

The study focuses on consumer perception for Corporate Social Responsibility Activities and the image of Corporation , the perception of consumers for Alcohol beverage category that is extremely negative or acceptable and The satisfaction of consumer for the Corporate Social Responsibility Activities .This study aims to ;

1. To study the consumer perception towards the corporate social responsibility activities of Thai Beverage co., ltd (public)
2. To study the consumer perception on the image of companies toward their corporate social responsibility activities which are the factor effecting the consumer's purchasing decision making for Thai beverage product.
3. To propose the corporation strategy on CSR with more correctly and efficiently.

1.5 Major Research Question : Sub Question Development

1. How do consumers perceive on the image corporation with corporate social responsibility activities of Thai beverage co., Ltd (public)?

2. What does factor to effect consumer attitude and perception towards the image of Thai beverage co., ltd (public) and what are the determinants dominating consumers purchasing decision making to Thai beverage product. ?

3. How do consumer satisfy for the corporate social responsibility activities of company and the recognition for alcohol beverage consumption in Thailand.

1.6 Assumptions

The attitude , perception and expectation of Thai consumer may be different for alcohol beverage drinking and corporate social responsibility activities of Thai beverage co., ltd (public) depend on demographic , experience , background and current situation of their family , community and society so the corporate social responsibility activities are changed and adjusted to suitable in community and society issues and problems in correct time. The CSR strategy of company should encourage to the corporation image , consumer perception , consumer purchasing decision criteria and also should relate to the way of mass communication to recognize the good overview of corporation.

1.7 Scope of the Study

The scope of study focus on consumer perception on corporate social responsibility activities of Thai beverage co., ltd (public) which are the majority of alcohol beverage business in Thailand and already have implemented many corporate social responsibility activities during 2000 to 2009. The study to survey in general perception from consumers who always buy Thai liquor and Beer of Thai beverage

co., ltd (public) at the largest famous hypermarket at located in Bangkok, Thailand with questionnaires.

1.8 Benefit of Research

1. To realize how the consumer perceive the corporate social responsibility activities of the organization and consumer perception for the image of company.
2. To understand for the consumer perception on alcohol beverage drinking which be with Thai culture and Thai living style for long time though they recognize for the negative result from this drinking.
3. To understand the factor influencing purchasing making decision of product of Thai beverage co., ltd (public)
4. To propose beneficial information for top management of company to offer the better corporate social responsibility activities strategy to create loyalty for consumers.

1.9 Limitation of Research

The research focus and ask for the mind of consumer(attitude and perception) which is intangible so it is difficult to measure by figure and may have the bias in answers depend on that situation because normally, Thai people mostly are ashamed to tell the truth for alcohol drinking style especially for women.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

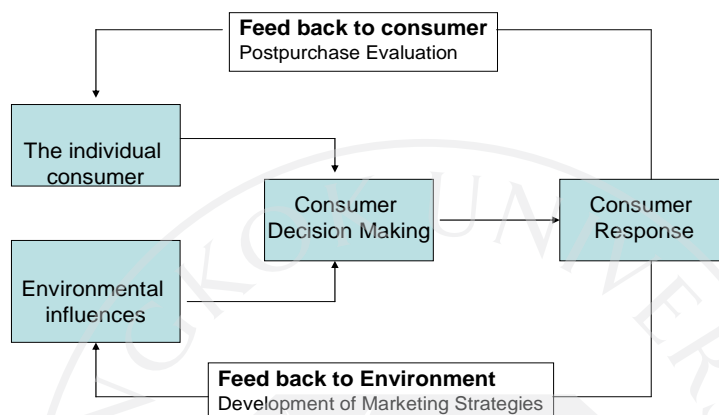
Currently, the social marketing concept stresses marketing's social responsibility which not only satisfying consumers needs but also providing for society's welfare because the definition of Social Responsibility in consumers recognition is these organizations are part of their larger society and also are accountable to that society for their actions. The ethics and agreement of organizations on the nature of social responsibility is very important and often difficult to come by because the diversity of values present is different from societal business and organizational cultures in the society .(Berkowitz ,Kerin ,Hartley ,Rudelius ,1992 , p.100) so the organization should understand for consumer behavior, the influencing towards the buying behavior and also the corporate social responsibility strategy in order to create the CSR strategy not only relate to consumer perception and expectation but also support the organization to improve for corporate image which developed to satisfy consumer and to be buyer who have the loyalty for the brand and organization..

2.2 Discussion

2.2.1 Consumer Behavior

In order to emphasizes the interaction to the consumer to satisfy and make sure for consumer decision making. The process of perceiving and evaluation the information of brand ,considering the brand alternatives that meet the consumer's need and deciding on a brand that is the central component with present on the figure 2.1

Figure 2.1 : A Simple Model of Consumer Behavior



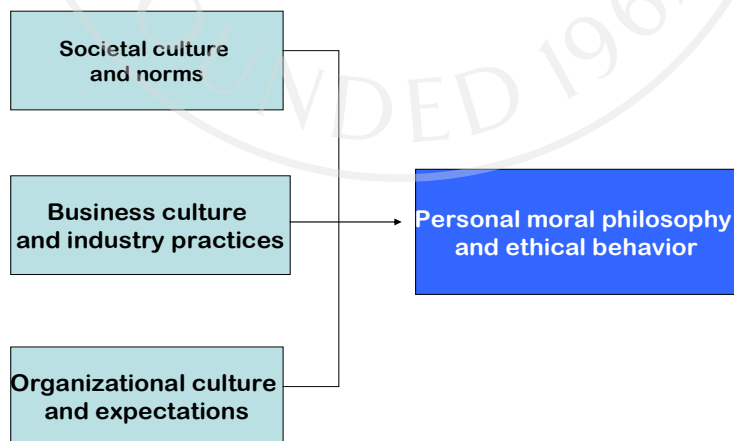
Source: Assael ,1998, page 23-24

There are two broad influences determine the consumer's deciding which are the individual consumer whose needs, perception of brand characteristic ,attitude toward alternatives influence brand choice which defined on consumer demographics , life style and personal characteristics influence brand choice. Another broad influences is the environment , the consumer's purchasing environment is represented by culture which is the norms and values of society. The individual consumer will learn from experience that will directly influence whether the consumer will buy the same brand again. Experience of consumer may change pattern of acquiring information, evaluating brands and selected them however the feedback from experience to the environment influence that meant consumer will communicate their purchase and consumption experience to friends and family as well. (Assael ,1998, page 23-24)

2.2.2 The Ethical Behavior

The culture are values ,ideas ,and attributes of homogenous group of people that are transmitted from one generation to the next generation .It also affects the relationships of ethical between individuals to groups , community , institutions and organizations which they create so the culture serves as a socializing force that dictates what is morally right and that moral standards are relative to particular societies .Finally , These standards often reflect the laws and regulations that affect social and economic behavior , including marketing practices (Berkowitz, Kerin ,Hartley , Rudelius ,1992 , page.94) so to understand the relationship of individual and environment influences to ethical behavior of consumer with the framework at the figure 2.2.

Figure 2.2 : A Framework for understanding ethical behavior

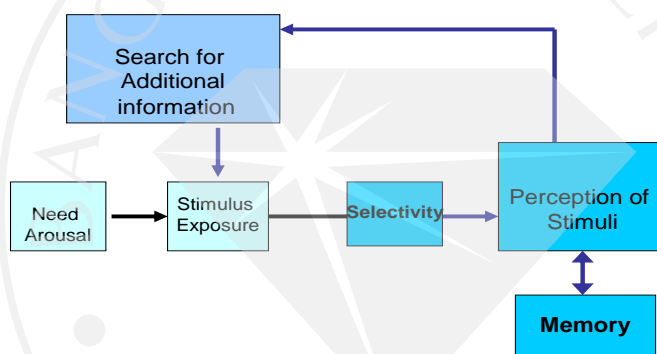


Source : Berkowitz, Kerin ,Hartley , Rudelius ,1992 , page.94

2.2.3 The consumer Perception

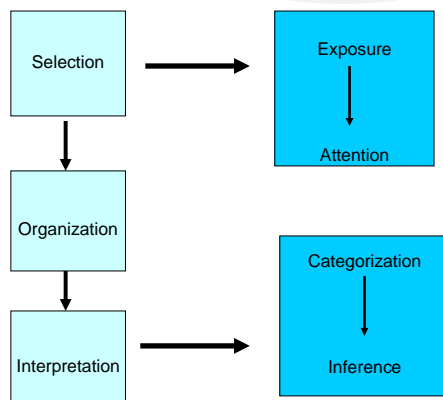
The consumer information processing involves the exposure and perception of information for consumer and retain to the memory to response the brand and organization that presented with the figure 2.3 (Assael ,1998, page 84).It could be supported the concept of this consumer information processing with the process of perception for stimuli by the figure 2.4 (Assael ,1998, page 218)

Figure 2.3 : Consumer Information Processing



Source : Assael ,1998, page 84

Figure 2.4 : The perceptual process.



Source : Assael ,1998, page 218

The consumer perception to stimuli is the process by which consumers select , organize , and interpret stimuli to make sense of them. Stimuli are any physical , visual ,or verbal communications that can influence an individual's response which have two most important types of stimuli influencing consumer behavior are marketing and environment stimuli (Assael , 1998, page207).

Stimuli are more likely to be perceived when they conform to consumer's past experiences, consumer's belief in the current for a brand, which are not too complex and believable. It relate to a set of current needs and do not produce excessive fears and anxieties. (Assael ,1998,page 84).

2.2.4 Marketing implication of perceptual Inference.

Consumers tend to form images of brand , stores , and companies from stimuli and experience. An image is a total perception of the object that consumers form by processing information from various sources over time. Consumers form the image by drawing inferences about brand and products from environment stimuli for instance, advertising or word-of-mouth communication with friend and community and by drawing these inferences internally by developing the intangible messages that is thoughts that are not based on reality (tangible).

Brand Image represent the overall perception of the brand and are formed based on the inferences consumers make about the brand and the brand image is closely tied to a brand's equity

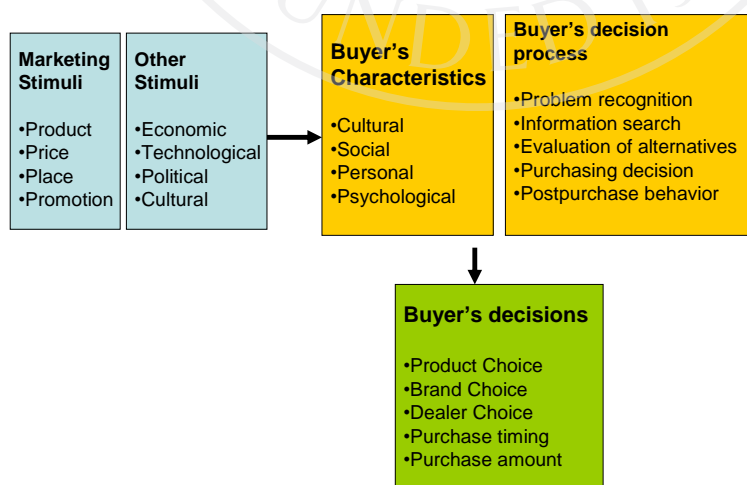
Store Image developed by consumer based on advertising , merchandise in the store , opinions of friends and relative , and shopping experience that often influences brand image.

Corporate Image organized by consumer for the variety of information about companies and experience with a company's product into corporate images . The positive corporate image will reinforce positive perceptions of the company's products by linking between corporate and brand image is particularly important when the name of brand is closely associated with the company. (Assael ,1998,page 233-235)

2.2.5 The Influencing buyer behavior

From the figure 2.3 on page 12, The stimuli exposure which consist of the marketing and environmental stimuli to enter buyer's consciousness. The gap between the arrival of outside stimuli and the purchasing decisions is very important that are the buyer's characteristics and the process of decision lead to certain purchase decisions. A consumer's buying behavior is influenced by cultural which exert the broadest and deepest influence , social , personal , and psychological factors. (Kotler ,2003,page 183)

Figure 2.5: A Model of Buyer Behavior



Source : Kotler ,2003,page 183

2.2.6 Buyer's Characteristics.

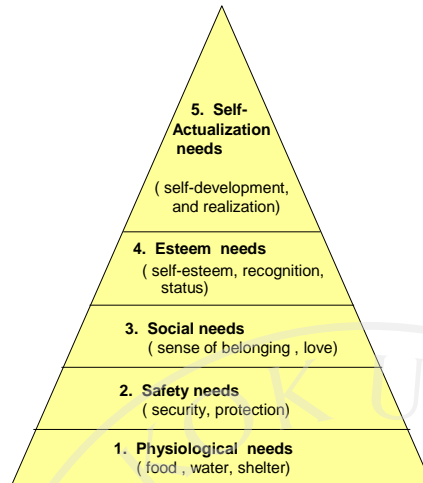
Cultural factors is the fundamental determinant of a person's need and behavior. The growing child acquires a set of values, perception, preferences, and behavior through their family and other key institutions. Subcultures that provide more specific identification and socialization for their members included nationalities, religions, racial groups, and geographic regions.

Social factors have basic 3 groups which are A person's reference group that have direct and indirect influence on the person's attitudes or behavior, Family is the most important consumer-buying organization in society and the orientation of family consists of parent and siblings. Roles and statuses meant the activities of a person is expected to perform that each roles carries a status.

Personal Factors is the characteristics of person which included the buyer's age and stage in their life cycle, occupation, economic circumstances, lifestyle, and personality and self-concept.

Psychological factors have four majors factors are influenced a person's buying choices that are Motivation, Perception, Learning, Beliefs and attitudes. The motive is a need that is sufficiently pressing to drive the person to act by the theory of Maslow on the figure 2.6 explain clearly why people are driven by particular need at particular time

Figure 2.6: Maslow's Hierarchy of Needs.



Source : Kotler ,2003,page 198-199

The next majors in psychological factors is the perception which explained with the figure 2.3 and 2.4 on page 11 , The perception depends not only on the physical stimuli ,but also on the stimuli's relation to the surrounding field and on conditions with in the individual. People can issue with different perceptions of the same object because of three perceptual processes which are Selective Attention which attract to consumer's notice , Selective Distortion is the tendency to twist information into personal meaning and interpret information to fit the preconceptions and lastly, Selective Retention to consumer remember good points mentioned about a product and organization. Learning factor change behavior arising from experience that is produced through the interplay of drives, stimuli , cues , responses and reinforcement. The last factor in psychological issue is Beliefs and Attitudes which is a person's enduring favorable or unfavorable evaluation , emotional feelings , and action tendencies toward some object and idea and in turn influence buying behavior. (Kotler ,2003,page 198-199)

2.2.7 Corporate Social Responsibility

CSR defines a corporation should be held accountable for any actions that affect people, their communities, and their environment. The social responsibility implies to the negative business impacts if people and society should be acknowledged and corrected at all possible and it may require to forego some profits for company if it impact seriously on society , harm to some of the corporation's stakeholders or that funds of corporation can be used to promote a positive social good.(Post ,Frederick ,Lawrence ,Weber ,1992, page.37)

The concepts of ethics and social responsibility in marketing refers to the obligation of organization in order to maximize the positive impact for business and minimize the negative impact on society which is the ethics related to individual decisions. Social responsibility concerns the impact of an organization's decisions on society however the management in many organizations try to determine what accepted relationships, obligations, and duties exist between the marketing organization and society. The recognition in consumer perception is growing that for survival of a firm and to take the competitive advantage. Definitely the long-term value of conducting business in socially responsible manner for outweighs short-term costs so to preserve socially responsible behavior while achieving organizational goals, the organizations always must monitor changes and trends in society's values closely for instance, the instance Food companies around the world are developing and marketing healthier products to response the increasing public concern about cancer and heart disease. Marketers also must develop control procedures to ensure that daily decisions do not damage their company's relations with the public.(Dibb , Simkin ,Pride ,Ferrell ,1991, page. 634)

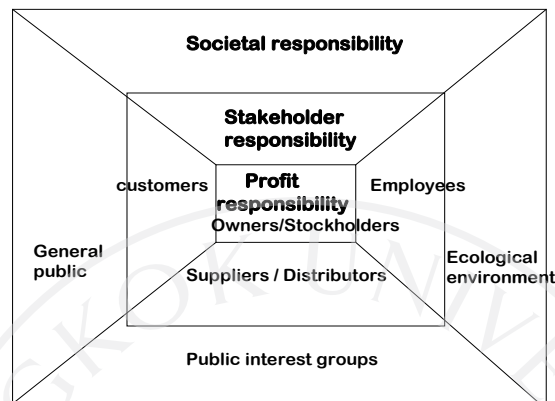
2.2.8 How Corporate Social Responsibility began

The idea of corporate social responsibility appeared around the turn of the twentieth century in the United States of America. The corporations at that time came under attack for being too huge, powerful, and the guilty of antisocial and anticompetitive practices. The commentators tried to restrain the corporate power through antitrust laws, banking regulations and consumer-protection laws. The social protest that faced in this situation, a few business executives advised corporations to use their power and influence voluntarily for broad social purposes that greater than for profits alone so the result of these ideas about business's expanded role in society to two broad principles issued. These principles have shaped business thinking about ethics and social responsibility during that time. (Post, Frederick, Lawrence, Weber, 1992, page.41)

2.2.9 Concept of Social Responsibility

There are 3 concepts for social responsibility which are The first for profit responsibility that to maximize profits are simple duty of companies for owners or stockholders. The second for stakeholder responsibility that focus on the organization and obligations has to those who can affect achievement of social responsibility objective which related with customers, employees, suppliers and distributors. The third for societal responsibility that regard to obligations which companies have to do the preservation of the ecological environment, general public and concern of environment and public welfare by interest and advocacy groups and institutions such as Greenpeace, an international environmental organization.

Figure 2.7 : Three concepts of Social Responsibility (Berkowitz ,Kerin ,Hartley ,Rudelius ,1992 , page.102).



Source :Berkowitz ,Kerin ,Hartley ,Rudelius ,1992 , page.102.

The concept of social responsibility is difficultly defined one by one because that depend on the firm's consideration and responsibility , issues beyond the economic, technical ,and legal requirements of the firm. So the firm's obligation to evaluate in the decision-making process the effects on the external social system in a manner that will accomplish social benefits along with the traditional economic gain which the firm meets. It means that social responsibility begins which the law ends. To clarifying a firm is not being socially responsible if it merely complies with the minimum requirement of the law because what any good citizen would do , A profit maximizing firm under the rules of classical economics also would do as much as social responsibility goes one step further because a social obligation accept for companies beyond the requirements of the law.(Berkowitz ,Kerin ,Hartley ,Rudelius ,1992 ,page.104).

2.2.10 Type of Corporate social responsibility

Cause Promotion : Provides funds, in-kind contributions or other organization resources to increase awareness and concern about a social cause.

Cause Related Marketing : Commits to making a contribution or donating a percentage of revenues to a specific cause based on product sales such as donate 10% of the price of each product sold.

Social Marketing : Supports the development and implementation of a behavior change campaign.

Corporate Philanthropy: Makes a direct contribution to a charity or cause, most often in the form of cash grant, donations or in-kind service.

Community volunteering : Volunteer Supports and encourages employees, retail partners, and franchise members to volunteer their time and budget to support local community organization and causes.

Social responsible business practices : Adopts and conducts discretionary business practices and investments support social causes to improve community being well and protect the environment e.g. community trade, environmental friendly processes socially . (www.philipkotlercenter.com)

2.2.11 Arguments for Social Responsibility

Long-run self interest: The concept rationalizes that society expectations need business to accomplish a variety of social goods. If the firms accomplish these goods with profit in the long run for community so the firm may not contribute to them will be inviting lower profits sometime in the future.

Public Image: This issue is closely associated with long run self interest because it is the idea of public image of the firm wishes to capture a favorable public image that will have to show it could support various types of social goods and goals for society expectation.

Viability of Business: Applies to the whole business system which different from the idea of public image refers to benefits for the individual terms. Society give business its charter to exist and that charter could be amended or revoked at any time that business fails to live up to society's expectation

Avoidance of Government Regulation: The regulation of government is costly to business and restricts its flexibility of decision making so the business engages in socially responsible behavior to avoid it .

Social cultural Norms: The firm operates under a set of cultural constraints in the same way of any other companies in society do because the cultural norms are powerful to determine consumer behavior. If society's norms change, the business's behavior will change. And if society moves toward norms of social responsibility as it is now doing.

Stockholder Interest: what kind of social responsibility is in the interest of the stockholders and owners for business to engage in certain kinds of responsible behavior even this argument applies to the concepts of public image and avoidance of government regulation but the type of responsive behavior which bring returns to the corporate sector as a whole actually operate to the benefit of the stockholder performance for diversification.

Let Business Try: There are many other institutions and companies have failed in handling social problems, and it turn to business so it's management risk for this argument.

The Resources of business: The business has valuable resources which could be applied to social problems, so society should use them. This argument is based on the mistaken assumption that business has all the money so all that society has to do its tap the till of business and then its social assumption will fade away.

Problems can Become Profits: If business's ability is initiative and can be turned to social problems, that could be handled profitable according to traditional business concepts and some can be should encourage business to become more active in social areas.

Prevention is better than curing: If business delays dealing with social problems in that time, It may find itself constantly occupied with putting out social reaction so business has no time to accomplish its primary goal of producing goods and services. (Carroll ,1997,page. 37-40)

2.2.12 The social responsibility activities in businesses .

The present, The socially responsible firm recognize this responsibility and provide consumers with full and accurate information and safe products. Not only beyond the recognition but also realize it has a responsibility to address social issues. For instance, Insuring a clean environment , discouraging drug use and teenage drinking , avoiding indirect appeals to youth to smoke, and accounting for the inability of young children to evaluate advertising and promotional appeals and some business take this issue to be part of their strategic focus as well. (Assael ,1998,page

30). Because trend of consumer behavior is spotty an obligation to act both of ethically and responsibly. Consumer use, select, purchase and disposition of environmentally sensitive products relates to consumer social responsibility. The research indicates consumers are sensitive to ecological issues and shows that consumers may be willing to renounce convenience and pay which product is higher price to protect the environment and they need the knowledge about social responsibility to make informed decision dealing with the purchase, use, and disposition of products. (Berkowitz, Kerin, Hartley, Rudelius, 1992, page.105).

Amway Social Responsibility Activities.

“Amway encourages staff and IBOs to support the campaign for children since 2001, Amway Europe has been an official partner of UNICEF and able to contribute over £ 2 millions. The focus is on supporting the worldwide ‘Immunisation Plus’ program. For example, Providing measles vaccines to children across the globe. The ‘Plus’ is about using the vehicle of immunisation to deliver other life-saving services for children. Making health systems stronger and promoting activities that help to improve child-care activities in their communities and families and also providing vitamin A supplements in countries where there is vitamin A deficiency. Amway and its IBOs across Europe have been supporting UNICEF’s child survival program which is great social responsibility for Amway and in 2006, The IBOs travelled to Kilifi to meet children and find out what the problems are in various communities. The focus is on trying to reach the most vulnerable children and pregnant mothers. The aim of campaign is to increase immunisation from 40% to 70%. Other elements of the program also involve seeking to prevent the transmission of HIV/AIDS to infants. The

Amway organization grows and prospers, it is able through CSR actions to help communities to grow and prosper together” (www.thetimes100.co.uk)

Tesco Social Responsibility Activities.

“Corporate Social Responsibility (CSR) at Tesco which are UK's largest retailer and one of the top supermarket operators in the world be the important part of its corporate structure. Corporate social responsibility of Tesco initiatives across several both of internal and external activities included local regeneration projects, being environmentally conscious, and community issues. Tesco have a special focus is given to recycling, use of organics, energy and water as well as the charity and fund raising for a cause and promoting education. Corporate social responsibility strategy of Tesco is basic to earn the trust of our customers by acting responsibly in the communities where we operate, by maximizing the benefits and working to minimize any negative impacts. Tesco’s management discuss the CSR strategy and review the performance every quarter using which future risks and opportunities are evaluated. Tesco can influence society at large owing to its size and scale of operations and encourage its employees and customers to become more socially responsible. The company has adopted several initiatives over the years to fulfill its responsibility to society and these efforts are not limited to the UK but extend to other countries in which Tesco operates ” (www.casestudyinc.com)

Diageo Social Responsibility Activities.

For social activities, Mr Vorathep , President, Diageo Moet Hennessy (Thailand) Limited, which imports and sells leading alcohol drinks, unveiled the

company's business performance for the twelve months from July 2005 until June 2006 said " that overall, the company is committed to increasing responsibility in Thai society by conducting activities regarding alcohol risks, promoting the participation of all sectors and creating initiatives based on the empirical data and findings of studies that prove the efficiency of programs to prevent and solve alcohol-related problems and inappropriate drinking habits .Last year Diageo Moet Hennessy became a member of the Federation on Alcohol Control of Thailand (FACT) which was established to cultivate appropriate attitudes and habits for consumers, encourage social responsibility in terms of alcohol-related issues among alcohol companies and provide education about responsible drinking via the Care for Friends Club of the Thammasat Foundation. The Care for Friend Club has more than 100,000 student members from 80 educational institutions throughout Thailand. Its prime mission is to work closely with communities around universities and educational institutes, the educational institutes' management and student organizations to implement programs to prevent alcohol risks for youth" (www.newswit.com).

2.2.13 Thai Beverage Public Company Limited

"Thai Beverage " was incorporated in Thailand in October 2003 to consolidate Thailand's leading beer, spirits and non-alcohol businesses which owned by the principal shareholders and the business associates under a single holding company. This company was subsequently listed on the Singapore Exchange ("SGX") on May 30, 2006 that was the largest in Singapore in ten years, raising US\$1.574 billion (or Baht 38.08 billion) and received great interest. Thai Beverage not only is Thailand's largest alcohol beverages producer, but also is the one of Southeast Asia's largest

however 96.4% of total revenues are generated in Thailand. The vision of organization is “We will strive to become a leading global beverage company with focus on commercial excellence, continued premium of our products, and professionalism.” And mission is the seeking partnerships between key stakeholders through six guiding values as offering quality products for every customer segment ,satisfying distributors’ needs by offering professional services, providing first quartile returns to shareholders with consistent high revenue growth and profitability ,Becoming the role model in terms of professionalism, transparency, and good corporate governance , Trust and empower and reward staffs to make them accountable and contribution to public and Local communities.

Thai beverage Social Responsibility Activities.

To ensure for The large organization which owned by Thai people and to be the folder of corporate citizen, Thai beverage , co ltd. (public) or Thai beverage have main wishes and intent to implement the project that make benefit and profit for Thai Society in 5 sectors with budget more than 270 millions baht continually that are ;

- 1. Societal responsibility :** to focus the solving problems of communities such as “ To pool efforts in cool risking between firms and the ministry of the interior , Support many institutions to reducing accident campaign , The Chang-Everton Projects for Better Living foundation to build 50 houses for injured person from Sinami disaster.
- 2. Educating responsibility:** to encourage Thai students who are good performance with many institutions both of individual and government for scholarship to study at international school in order to take knowledge to develop their own countries.
- 3. Public health responsibility:** to concern for healthy of Thai people especially for

upcountry which are not abundant by supporting the equipment regards to medical, medicine and others for improving their life.

4. Sportive Responsibility : to support sport activities which build new youth to take care their health and avoid from habit-forming drug. The famous project for Thai beverage social responsibility is Chang Thai to Everton that promote new generations to practice food ball skill at Everton club.

5. Culture Responsibility : to recognize this issue for Thai in globalization world so to be the main sponsor for “ Siam Niramit Show ” which are the Thai culture center in Bangkok ,To support in Finance for Thailand Philharmonic Orchestra

(www.thaibev.com)

2.3 Conclusion

From discussion, To clarify and more understanding for the concept and process of consumer behavior, consumer perception toward their purchasing decision and also clear for the definition ,concept ,type of corporate social responsibility and meet the social responsibility activities of world wide organization that approach to their customer for now a day and set it be the marketing strategy because their top management recognize the Corporate social responsibility is very important to take the advantage from competitors and to create loyalty to consumer for long life of business. For alcoholic beverages business that has been a normal way of drinking of Thai consumer in Thai social life. Thai Beverage co., ltd (public) is the largest in this business and recognize in CSR so have many high-profile social responsibility activities for instance ; to be a sponsorship of sports, education, arts and culture issue ,

to disaster relief and even giving out blankets to the poor in winter on the north of Thailand . All activities to expect consumer perceive and have the positive attitudes for the corporation image however it might not definitely clear for consumer perception and attitudes that are negative or positive comment toward the CSR of Thai beverage co., ltd. because Thailand is a Buddhist nation which be practiced and learnt to do not take intoxicating substances and Thai people recognize alcohol beverage drinking destroy one's life in short-term health which can be affected through accidents and long-term through alcohol related diseases whichever Thai people still drink alcohol beverage increasingly . The issue is the nation and the knowledge is thus in a moral and mindset but it still conflict within itself in practices in this matter.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

Now a day , Every business really have to understand for customer's expectation which is very necessary that always change so the organization should clarify their need in order to create and develop strategy to serve their satisfaction for loyalty and sustainability . This research study intent to understand the perception of consumer toward corporate social responsibility and effect to the criteria to purchasing making decision of product of Thai beverage co., ltd (public) which is the majority alcohol business. The alcohol beverage consumption seem to be conflict with Thai ethic but alcohol beverage drinking already be norm for Thai consumer behavior as well . The research methodology is very important for researcher to practice. If researcher clear all processes of research methodology and can apply the principle to the practice correctly and suitably, It will encourage researcher to meet the key finding from data collection with more simply , efficiency and reality.

3.2 Literature Review

Marketing research is the function that links the consumer and public to the marketer through information which used to identify and define marketing opportunities and problem that generate , refine and evaluate marketing actions , monitor marketing performance , and improve our understanding of marketing as a process which provides information to the organization for use it in at least four area

which are the generation of ideas for marketing action , including the identification of marketing problems and opportunities, the evaluation of marketing actions , the comparison of performance & objectives and development of general understanding of marketing phenomena and processes. (Churchill, Brown, 2004 ,page.7).

The two basic purposes of research are Reducing uncertainly when plans are being made ,whether these relate to the marketing operation as a whole or to individual components of the marketing mix such as advertisement or sales promotion and Monitoring performance after the plan have been launched into operation, the roles of monitoring help to control execution of the company's operational plan and makes a substantial contribution to long term strategic planning (Birn ,1992,page 26).

3.2.1The Research method of inquiry

Normally the research methods have 2 major methods which are qualitative and Quantitative that are totally different depend on that category and organization need to result of them that upon the objective of research orientation.

Qualitative research

The qualitative research explores attitudes, behavior and experiences through such methods as interviews or focus groups. It attempts to get an in-depth opinion from participants. As it is attitudes, behavior and experiences which are important, fewer people take part in the research, but the contact with these people tends to last a lot longer. Under the qualitative research , there are many different methodologies.

Quantitative research

The quantitative research generates statistics through the use of large-scale survey research, using methods such as questionnaires or structured interviews with questionnaire which has arrived through the post. This type of research reaches many more People ,but the contact with those people is much quicker than it is in qualitative research. (<http://e-articles.info>)

3.2.2 Marketing Research Process.

The process of research define the sequence of steps in the design and implementation of a research study, including problem formulation, determination of research design , determination of the data collection method , design data collection forms , design of sample and collection data , analyze and interpret the data and prepare the research report.(Churchill, Brown,2004 ,page.40) and to more detail as

Problem formulation

The research process begins with the recognition of a marketing problem or opportunity to be solved and founded .Only when the problem is precisely defined. The research be designed to provide pertinent information. This part included specifying the objectives of the specific research project or projects might be undertaken so the next step of research process should not be taken until these can be explicitly stated.(Churchill , Brown,2004 , page.41)

Determination of research design

The research design is simply framework to be a guide in collecting and analyzing data. Researcher have to ensure the design will be relevant to the problem and will use economical procedures.(Churchill, Brown,2004 ,page 90) and there are 3 marketing research design as

Exploratory research which is appropriate when the research objectives includes identifying problems or opportunity , developing a more precise formulation of problem and opportunity , gaining perspective regarding the breadth of variables operating in a situation , establishing priorities regarding the potential significance of various problem , gaining management and researcher perspective concerning the character of problem situation , identifying and formulating alternative courses of action and gathering information on the problems associated with doing conclusive research. (Kinnear ,Taylor,1991,page 136).The exploratory research may be conducted with Literature review that a search of statistics, trade journal articles, other articles , magazines , newspapers , and books for data or insight into the problem at hand , Experience survey which interviews with people knowledgeable about the general subject being investigated , Focus group that are an interview conducted among a small member of individuals simultaneously and the interview relies more on group discussion than on directed questions to generate data and the last one is Analysis of selected cases that is intensive study of selected examples of the phenomenon of interest .(Churchill, Brown,2004 ,page 93-100)

Conclusive research is designed to provide information for the evaluation of alternative course of action. It can be sub classified into descriptive research that include portraying the characteristic of marketing phenomena an determining the

frequency of occurrence , determining the degree to which marketing variables are associated and also making predictions regarding the occurrence of marketing phenomena.(Kinneer,Taylor,1991, page 137) and there are two type for this studies which are Longitudinal study is investigation involving a fixed sample of elements that is measured repeatedly through time with two panels conducted on continuous panel that a fixed sample of respondents and discontinuous panel that is different in the variable that change form measurement to measurement. Descriptive studies is cross- sectional study is investigation involving a sample of elements selected from the population of interest that are measured at a single point in time and the sample survey of cross sectional study is selected to be representative of the target population and in which the emphasis is on the generation of summary statistics.(Churchill, Brown,2004 ,page112-117) however there are 3 basic research methods depend on the research objective which are Survey research in which interviewer interacts with respondents to obtain facts , opinions , attitudes . Observation research to descriptive research that monitors respondents 's actions with out direct interaction. Experiment research to measure causality in which the investigator changes one or more variables while observing the effect of the change on another variable. (McDaniel, Gates, 1998, page.32)

Performance- Monitoring Research provides information regarding the monitoring of the marketing system. It is an essential element in the control of marketing programs in accordance with plans and the purpose to signal the presence of potential problems or opportunities in the implementation.(Kinear, Taylor,1991,page 141)

Determination of the data collection method

The General electric conducted a survey on the demographic characteristics of refrigerator purchases to determine who buys the various sizes of refrigerators, this would be primary data and the company used its existing files and compiled the same data from warranty cards its customers had returned, or if it used already –published industry statistics on refrigerator buyers , the information would be considered secondary data so mean that Secondary data is information not gathered for the immediate study at hand but for some other purpose but primary data is information originated by researcher collected specifically for the investigation at hand. The advantage of using secondary data are the time and money saving but researcher may have problem that commonly arise with this data are they do not completely fit the problem and they are not totally accurate.(Churchill, Brown,2004 ,page.162-164)

The secondary data : classified by source whether internal data that originate within the organization for which the research is being done for instance sales invoice, sales reports , sales 's expense accounts , credit memos or warranty cards. The another source from external data that originate outside the organization for which the research is being done that from published for instance directories , periodicals , statistical sources , financial records and from commercial such as demographic data , diary panel data , store audit data ,scanner data and advertising exposure data. .(Churchill, Brown,2004 ,page.167)

The primary data : classified as the subject's demographic and socioeconomic characteristics such as age , income , gender ,etc .Psychological and life style characteristics that is personality which normal patterns of behavior exhibited by an individual : attributes , traits and mannerisms that distinguish on individual from

another. Attitude which an individual's preference, inclination, views, or feeling toward some phenomenon and opinion are verbal expression of an attitude.

Awareness and knowledge that insight into, or understanding of facts about some object or phenomenon. Intentions refer to the individual's anticipated or planned future behavior. Motivation to understand a need, a drive, a wish, a desire, an impulse or any inner state that energizes, activates, or channels behavior toward goals. (Churchill, Brown, 2004, page 209-215). The approaching of this survey commonly used in field have vary and different depend on researcher for instance ;Door to door, executive interview, mall intercept, central location with telephone interview, direct computer interview, self-administered questionnaires, ad hoc (one shot) mail surveys or mail panels. (Mc Daniel, Gates, 1998, page.165)

Design data collection forms

The heart of soul of any form of survey research is the questionnaire. If the questions are poorly worded, the information gathered will be misleading. A faulty questionnaire design can be lead to interviewer frustration and a confused respondent. (McDaniel, Gates, 1998, page. 265). Researcher should ensure for the question that to align and consistent to the problem of this research discussion by following the procedure for developing a questionnaire in 9 steps which to specify what information will be sought, determine type of questionnaire and method of administration, determine content of individual questions is necessary or not, determine form of response to each question that are open-ended or have two or multiple choices, determine wording of each question that should use the simple words and avoid ambiguous words, leading questions, implicit assumptions or alternatives and also avoid double-barreled questions, determine question sequence

that use simple and interesting opening questions , the funnel approach and ask for classification information last ,determine physical characteristics of questionnaire , reexamine all steps and revise if necessary and last step is pretest questionnaire and revise it again if it need. . (Churchill, Brown,2004 ,page.283- 307)

Design of sample and collection data

The population and The Sampling group

The population refers not only to people to but also to manufacturing firms , retail or wholesales institutions , or even inanimate objects .it is defined as the totality of cases that conform to some designated specification that are elements belong to the target group and those that are to be excluded. To collect information from a portion of the population by taking a sample which is selection of a subset of elements from a larger group of objects to infer something about the target group.(Churchill, Brown, 2004 ,page.400) .

The sampling group is a list of the population elements from which to select units to be samples and how to select a particular sampling method will depend on the objective of the research , the financial resources available , time limitations and the nature of the problem under investigation however there are two major alternative sampling methods which are probability sampling methods and non probability methods. (McDaniel, Gates ,1998,page 307).

The sampling technique

The sampling technique can be divided into two board categories of Probability and non probability samples as

In term of Probability sampling : Each element of the population has a known chance of being selected for the sample. The sampling is done by mathematical decision rules that leave no discretion to the researcher or field interviewer. Noted that we said a “ known chance “ and not an “ equal chance “ of being selected. Equal chance probability sampling is only a special case of probability sampling (simple random sampling) What probability sampling allows us to do is calculate the likely extent to which the sample value differs from the population value of interest. This difference is called sampling error.

In term of non probability sampling : The selection of a population element to be part of the sample is based in some part on the judgment of the researcher or field interviewer. There is no known chance of any particular element in the population being selected. We are therefore unable to calculate the sampling error that has occurred. We have absolutely no idea whether or not the sample estimates calculated from a non probability sample are accurate or not . (Kinneer ,Taylor,1991,page.397) , The non probability sampling can be classified to convenience samples or called accidental sample because the sample enter by accident , in that they just happen to be where the study is being conducted when it is being conducted. , judgment sample or a purposive sample that elements are handpicked because they are expected to serve the research purpose. The last is quota sample in such a way that the proportion of sample elements possessing certain characteristics is approximately the same as the proportion of the elements with the characteristics in the target population. (Churchill, Brown,2004 , page.400)

Analyze and interpret the data

Data analysis generally involves several steps , The first , The data collection forms must be scanned to be sure that they are complete and consistent and that the instructions were followed which the process is called editing refer to inspection and correction , if necessary , of each questionnaire or observation form. After being edited, the forms must be coded, which the technical procedure by which data are categorized that involves specifying the alternative categories or classes into which the response are to be placed and assigning code numbers to the classes so that they may be analyzed by a computer. The final step in analyzing the data is tabulation that the procedure by which the cases that fall into each of a number of categories are counted and to the orderly arrangement of data in a table or other summary format achieved by counting the frequency of responses to each question.(Churchill,Brown,2004 ,page.43)

Prepare the research report

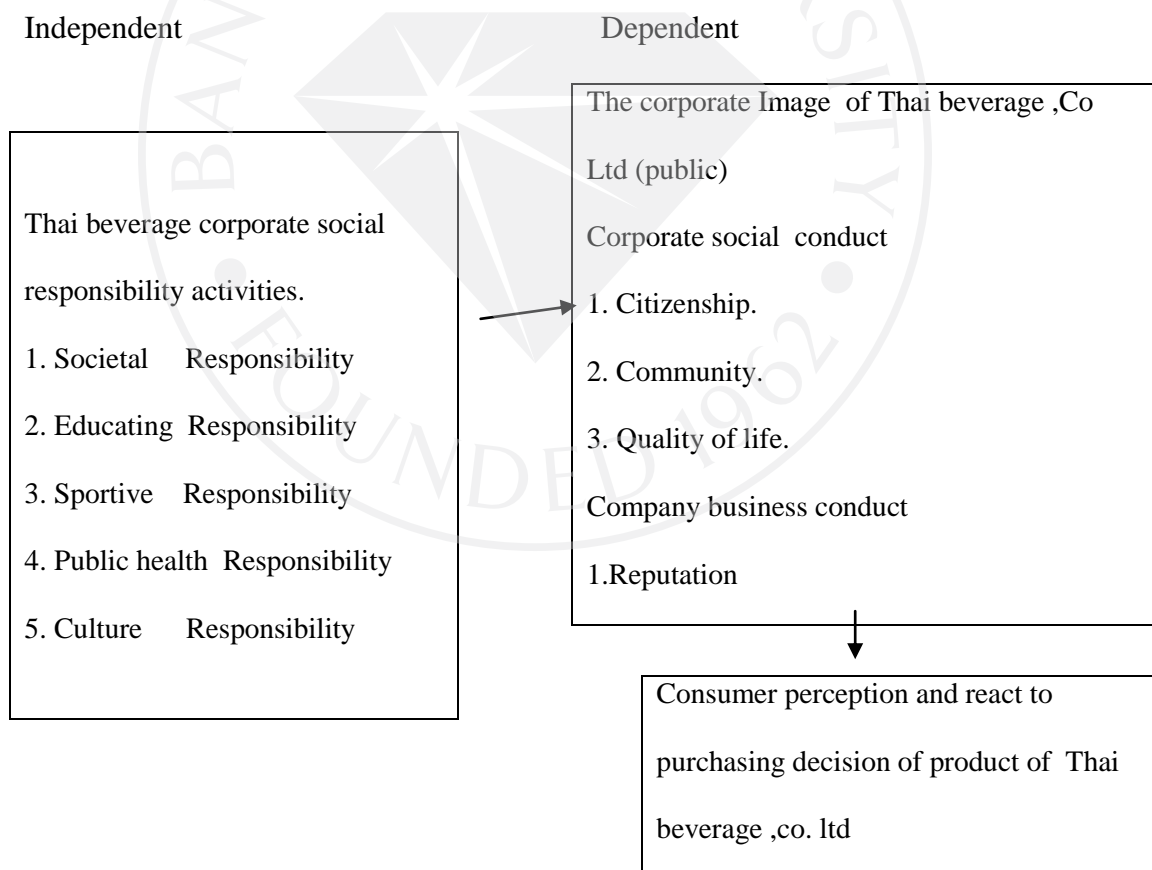
After completing the data analysis ,The researcher must prepare the report and communicate the conclusions and recommendations to management . That is the key step in research process because a researcher want conclusions acted upon must convince the manager that the result are credible and justified by the data collected. (McDaniel, Gates ,1998,page.34)

3.3 Statement of Research Method used.

From types of Corporate social responsibility of Philip kotler mentioned from the chapter 2 on page 20 , This research will discuss the level of consumer perception for the corporate social responsibility activities of Thai beverage co., ltd (public) (Independent variable) and the image of company toward the corporate social

activities of them in consumer's view (Dependent variable) in order to understand consumer that the corporate social responsibility is the potential criteria for them to purchasing decision of alcohol beverage of Thai beverage company ,Co .Ltd (public).The research methodology is very important and necessary for researcher to find the best method to practice and operate and also to analyze and report for reader to easy for understanding and clear reasonably in the recommendation. Researcher have to understand for all stages of research process to meet the objective of Research orientation with efficiency.

3.3.1 The conceptual Framework



According to the conceptual framework as above , Aim to investigate the consumer perception for corporate social responsibility activities , the corporate image toward their corporate social responsibility activities in consumer view and how the perception of corporate social responsibility activities and image of company effect to purchasing decision alcohol beverage of Thai beverage co., ltd (public).

3.3.2 The Research Design

The research frame : An analysis of consumer perception on corporate social responsibility activities for Thai beverage co., Ltd (public) with Quantitative method and descriptive research type by survey research . That is used to study with respondents who are the potential consumers for the company. The respondents are chosen that are customers who always purchase alcohol beverage of Thai Beverage co., ltd (public) both of liquor and Beer from the largest Hyper market of Thailand.

This study will use the simple random sample probability because this method is the basic probability sampling concepts which are fundamental to the practice of marketing research and it is the simplest of the probability sampling procedures with more accurately result so researcher will collect data with this simple random sampling and expect it help to researcher for simpler clarification ,better practice for operation field and also do not difficult to analysis and process in data for the effective result.

3.3.3 The process of researching .

The process to be divided 6 sectors are

Sector 1 : Plan of research study problem , construct conceptual frame work and make sure for the objective of research orientation.

Sector 2 : To construct , test , improve questionnaire , survey population and sampling to under introduction .

Sector 3 : To collection information of questionnaire of consumers in the potential retailer that is high turnover for alcohol beverage category.

Sector 4 : To collect data by SPSS program.

Sector 5 : To conclude and debate of research.

Sector 6 : To check the content and print out the research.

3.3.4 The Collection of Data methods

Primary data that the data collection method be used for this study by collecting data from questionnaire which to interview to be covered and related to the objective of study. As mentioned , The target group for respondents are customers who purchase alcohol beverages frequently at the liquor shop in the strongest retailer in Thailand by random sampling that mentioned.

The Population

The method of inquiry employed for this research will be distributed to a sample of the population which are the potential customers who always come to shop and purchase alcohol beverage product at the liquor shop in Tesco Lotus that is the leader and the largest hypermarket in Thailand . The researcher choose the 3 branches from 80 branches of Tesco-Lotus Hyper market to be the location of survey . Three of them are Tesco-Lotus Rama 4 that are the , Tesco-Lotus Ramindra and

Tesco-Lotus Bangkrapi because they were the top 3 priority ranking of sales performance contribution for alcohol beverage category in total of Tesco-Lotus Hypermarket and located at Bangkok Area which are the potential and convenience to collect data for this study and also have variety of customer profile in each area.

The Sample Size

The sample size of this research base on total number of shoppers which have the sales transaction in total Tesco-Lotus Hyper market that around 1,885,735 peoples per week and there are 8% of 1,800,000 people also purchase alcohol beverage category in liquor shop. The figure of customers of Tesco-Lotus are 150,858 peoples per week who are customers which purchase alcohol beverage product in Total of Tesco-Lotus Hyper market.

Table 3.1 : The number of alcohol beverage consumer at Tesco Lotus

Branches of Tesco Lotus	The number of alcohol beverage consumer per week	Average per day	% contribution
Rama 4	13,577.22	1,940	9%
Ramindra	9,051.48	1,293	6%
Bangkrapi	7,542.90	1,078	5%
Other	120,686.40	17,241	80%
Total	150,858.00	21,551	100%

From the figure, The sales contribution of 3 branches that are 9% for Rama 4, 6% for Ramintra and 5% contribution for Bang Krapi (the information referred by direct interviewing with khun Saijai Vorawatpreecha - the Vice president of Ek-Chai Distribution, Co.Ltd who is the top management response in commercial function of total category in Grocery of Tesco Lotus in Thailand, interviewed at 15 February 2009 at head office) so the researcher clarify it to identify the sample size.

From 20% sales contribution occurred at 3 branches as survey location to be allocated to 100% proportion as ;

Table 3.2 : The number of population per day

The location to research survey	The number of population per day	% contribution
Rama 4	1,853	43%
Ramindra	1,509	35%
Bangkrapi	948	22%
Total	4,310	100%

According to the data as above, the Total population for this study is 4,310 and from the formula by Yamane 2003 to clarify to number of sample size as

The formula $n = N / (1 + Ne^2)$

n = Number of sample

N = Population of sample

e² = Probability of error that is 0.05 (at 95% confidence level)

so to calculate to the sample size for this study has been calculated according to the recommendation as follows ;

$$n = 4,310 / (1 + 4,310 (0.05)^2)$$

$$= 400 \text{ samplings.}$$

With sample size of 400 consumers ,the field sampling will be conducted in these as mentioned , The questionnaire were distributed to these sampling randomly base on contribution of each location is

Table 3.3 : The percentage of contribution of sample group per day

The location to research survey	The number of population per day	% contribution	% sample size to % population
Rama 4	172	43%	9.28%
Ramindra	140	35%	9.28%
Bangkrapi	88	22%	9.28%
Total	400	100%	9.28%

The research schedule for data collection is period 1 – 5 Apr 2009 after test of reliability.

3.3.5 Research Question

The major Question :

1. How do consumers perceive in corporate social responsibility activities of Thai Beverage co., Ltd (public) ?
2. How do consumers perceive on the image corporation towards corporate Social responsibility activities of Thai beverage co., Ltd (public)?
3. How do consumer decide to purchase alcohol beverage of Thai beverage co., Ltd (public) towards the corporate image ?

The sub Question :

1. How do background of customers in term of age , gender , education, occupation and income has a relationship with corporate image towards the social responsibility Activities ?
2. What does channel of medias that consumer perceive the corporate social responsibility activities of Thai beverage co., Ltd (public) ?
3. What are the determinants dominating consumers purchasing decision making to alcohol beverage ?

4. What are consumer expectation for other corporate social responsibility activities of Thai beverage co., ltd (public) ?
5. How do consumer accept for alcohol beverage drinking in Thai culture ?

The constant questionnaire that use for this research is the questionnaire of analysis the consumer perception on corporate social responsibility activities on this company by type of questionnaire to divided 4 parts .

Part 1 : Demographic Factor

Part 2 : Consumer perception on corporate social responsibility activities.

Part 3 : Consumer perception on corporate image of company toward their corporate social responsibility activities.

Part 4 : The Corporate social responsibility is the one factors of consumer purchasing decision.

3.3.6 Coding structures

To study this information the researcher had checked for the form of questionnaire and decoded by statistic program that use five range scales to collect the data from the sample.

The researcher used the 5 point rating scales to measure people's attitude by asking them by the level of agreement with the statements in the research questionnaire ranked from (1) Strongly disagree to (5) strongly agree.

(1) Strongly disagree to

(2) Quite disagree to

(3) Neutral

(4) Quite agree to

(5) Strongly agree to

From the 5 point rating scales to be calculated to more understanding ,

The researcher will average to 3 level of consumer perception as

Table 3.4 : The range of level of consumer perception with average mean.

Range of 5 point rating (mean value)	Level of perception
0.00 to 1.67	Low
1.68 to 3.33	Medium
3.34 to 5.00	High

And also from the percentage of frequency (100%) to be calculated to 3 level of perception as

Table 3.5 The range of level of consumer perception with % of frequency.

Range of % frequency	Level of perception
0.00 to 33.33	Low
33.34 to 66.66	Medium
66.67 to 100.00	High

The critical level of consumer perception on corporate social responsibility activities , perception of the image of company toward their corporate social responsibility activities. That presented with scores fall between the following range as above that were processed by SPSS program in term of frequency , mean and standard deviation .

3.3.7 Reliability Testing

To ensure for the questionnaire which developed is significant in order to implement for sample size with effectiveness , so the researcher will do the test of reliability of the questionnaire with 30 sample respondents and clarify by SPSS

program (the concept of Reliability testing is the alpha should be close to 1.0 as most as possible that is significant.)

1. The level of perception to corporate social responsibility activities of Thai beverage co., ltd (public)

Reliability Statistics

Cronbach's Alpha	N of Items
.712	5

2. The level of perception to the channel of media of consumer for the corporate social responsibility activities of Thai beverage co., ltd (public)

Reliability Statistics

Cronbach's Alpha	N of Items
.825	9

3. The level of perception of consumer for the corporate image toward the Corporate social responsibility activities of Thai beverage co., ltd (public)

Reliability Statistics

Cronbach's Alpha	N of Items
.947	16

3.3.8 Reporting

Normally, After collecting data and completing the data analysis , The researcher must to do the report and present the conclusion and recommendation to the management however this study will be gathered and organized into a form that

directly answers the research questions in order to clarify for the objective of research discussion.

3.4 Conclusion

The method used in the research that go through the principle of research methodology which is reference in the literature review. Researcher must to ensure for the processing step by step in order to collect data from the researching with efficiency ,confident the sample group which are our respondents represent the population for this research and the result should be collect and take the benefit for management to understand the consumer perception toward corporate social responsibility of Thai beverage co., ltd (public).

CHAPTER 4

DATA PRESENTATION

4.1 Introduction

In this chapter, the researcher will describe presentation of data and critical discussion of results for the questionnaires that have distributed to respondents.

Therefore, the research used them as the valid data to get certain results which include descriptive statistics and correlation and summary of hypothesis tests follow to the conceptual framework of the research discussion. The result of the data analysis are presented in 4 parts.

Part 1: Summary of demographic data by using descriptive statistic.

Part 2 : Analysis the level of perception on corporate social responsibility activities of Thai beverage co., ltd (public) and the channel of media effect to the perception of consumer.

Part 3 : Analysis the level of consumer perception on the corporate image toward the corporate social responsibility activities of Thai beverage co., ltd (public).

Part 4 : Analysis the consumer perception toward the alcohol beverage drinking of Thai people and the consumer satisfaction toward the corporate Social Responsibility Activities of Thai beverage co., ltd (public) and also analysis the factor of consumer's perception effect to their alcohol beverage purchasing decision.

4.2 Discussion (Data Presentation)

Part 1 : the characterization of the sample respondents and description of the demographic

Table 4.1 : Gender

Gender	Frequency	Percentage %
male	224	56.0
female	176	44.0
Total	400	100.0

Table 4.1 illustrate frequency and percentage in the gender of respondents. For 400 qualified answer , the largest group of the 224 respondents was male, accounted for 56% and the second group of the 176 respondents was female. Accounted for 44%

Table 4.2 : Marital Status

Marital Status	Frequency	Percentage %
single	267	66.75
married and no kid	44	11.00
married and kids	89	22.25
Total	400	100.00

Table 4.2 illustrate frequency and percentage in the status of marital of respondents. For 400 qualified answer , the largest group of the 267 respondents was single, accounted for 66.75 % and the second group of the 89 respondents was married and also have some kids , Accounted for 22.25% and the third group of the 44 respondents was married but do not have any kids , Accounted for 11%

Table 4.3 : Age

Age	Frequency	Percentage %
18 to 25 yrs	41	10.25
26 to 35 yrs	240	60.00
36 to 45 yrs	104	26.00
46 to 55 yrs	15	3.75
Total	400	100

Table 4.3 illustrate frequency and percentage in the age of respondents. For 400 qualified answer , the largest group of the 240 respondents was 26 to 35 years old, accounted for 60 % and the second group of the 104 respondents was 36 to 45 years old , accounted for 26%.The third group of the 41 respondents was 18 to 25 years old , accounted for 10.25% and the forth group of the 15 respondents was 46 to 55 years old is the smallest group , accounted for 3.75%

Table 4.4 : Education

Education	Frequency	Percentage %
Diploma and Vocational	86	21.50
Bachelor's Degree	277	69.25
Master's Degree	37	9.25
Total	400	100

Table 4.4 illustrate frequency and percentage in the education of respondents. For 400 qualified answer , the largest group of the education was Bachelor's degree with 277 persons , accounted for 69.25 % and the second group of education was Diploma and vocational with 86 respondents , accounted for 21.50 % . The third group of the 37 respondents was Master' degree education , accounted for 9.25 % .

Table 4.5 : Occupation

Occupation	Frequency	Percentage %
Student	4	1.00
Private officer	314	78.50
Government officer	28	7.00
business Owner	54	13.50
Total	400	100.00

Table 4.5 illustrate frequency and percentage in the occupation of respondents. For 400 qualified answer , the largest group of the 314 respondents was private officer , accounted for 78.50 % .The second group of the 54 respondents was business owner , accounted for 13.50 % .The third group of occupation was government officer with 28 persons , accounted for 7.00% and the forth group is the smallest group occupation was student with 4 respondents , accounted for 1.00%

Table 4.6 : Monthly Income

Monthly Income (baht)	Frequency	Percentage %
under 10,000	27	6.75
10,000 to 19,999	169	42.25
20,000 to 29,999	75	18.75
30,000 to 39,999	70	17.50
40,000 to 49,999	20	5.00
50,000 over	39	9.75
Total	400	100

Table 4.6 illustrate frequency and percentage in the month income of respondents. For 400 qualified answer , the largest group of monthly income with 169 respondents was 10,000 to 19,999 baht , accounted for 42.25 % .The second group of monthly

income was 20,000 to 29,999 baht with 75 persons , accounted for 18.75 %.The third group of monthly income was 30,000 to 39,999 baht with 70 persons , accounted for 17.50% and over 50,000 baht for range of income was the forth group by 39 persons , accounted for 9.75% , The range of income under 10,000 baht was the fifth group with 27 persons , accounted for 6.75% and the smallest of range of income was 40,000 to 49,999 baht with 20 respondents , accounted for 5.00% .

Part 2 : The Characterization of the sample respondents and description of the consumer perception on corporate social responsibility activities of Thai beverage co., ltd (public) and the channel of media which consumer receive for their activities.

The table for ranking score from 5 = Totally agree , 4 = Agree , 3 = Neutral , 2 = Disagree , 1 = Totally disagree turn to 3 level of consumer perception in average with table 3.4 on page 44,

Table 4.7 : The perception of level of respondents on corporate social responsibility activities of Thai beverage company co., ltd (public)

Corporate Social Responsibility Activities	Mean	Std. Deviation	Level of perception
Social Activities	4.11	0.96	High
Educational Activities	2.50	1.23	Medium
Public health Activities	3.03	1.25	Medium
Sportive responsibility	3.95	1.08	High
Thai culture responsibility	2.68	1.27	Medium

Table 4.7 ,For the level of consumer perception on corporate social responsibility activities of Thai beverage co., ltd (public) ,The largest group was perception for social activities with mean at 4.11 and SD at 0.96 in the high level of perception. The second group of consumer perception was sportive activities with mean at 3.95 and SD at 1.08 and also in the high level of perception. The next group was public health activities with mean at 3.03 and SD at 1.25 in the medium level of perception. The forth group was Thai culture activities that consumer perceived with mean at 2.68 and SD. At 1.27 in medium level of perception . The last group was educating activities with mean at 2.5 and SD at 1.23 in medium level of perception.

Table 4.8 : The most corporate social responsibility activities that consumer satisfied

Corporate Social Responsibility Activities	Frequency	Percentage %	Level of perception
Social Activities	220	55.00	Medium
Sportive responsibility	120	30.00	Low
Educational Activities	29	7.25	Low
Thai culture responsibility	16	4.00	Low
Public health Activities	15	3.75	Low
Total	400	100.00	

Table 4.8 illustrate frequency and percentage of satisfaction of respondents in term of the corporate social responsibility activities that Thai beverage implemented . For 400 qualified answer , the largest group of CSR activities with 220 persons was Social activities , accounted for 55.00 % .The second group was sportive activities with 120 persons , accounted for 30.00% . The third group of corporate social responsibility

activities that consumer perceived and satisfied was education activities with 29 persons , accounted for 7.25% . The forth group was Thai culture activities with 16 persons , accounted for 4.00% , The fifth group to perceive and satisfy for consumer was the public health activities with 15 persons , accounted for 3.75% .

Table 4.9 : The channel of media of respondents to perceive the Thai beverage corporate social responsibility activities information .

The channel of media effect to consumer perception for social activities of Company.	Mean	Std. Deviation	Level of perception
Television	4.41	0.81	High
News	3.38	0.98	High
Magazine	2.88	1.06	medium
Radio	2.76	1.02	medium
Print Advertising	2.70	1.03	medium
Billboard and outdoor media	2.96	0.98	medium
Internet	2.44	1.11	medium
Friends (word of mouth)	2.54	1.09	medium
Point of Sales	2.63	1.07	medium

Table 4.9 , For the channel of media that consumer perceive the corporate social responsibility activities of Thai beverage co., ltd (public) ,The largest group was Television media with mean at 4.41 and SD at 0.81 in the high level of perception. The second group was News Media with mean at 3.38 and SD at 0.98 in the high level of perception. The next groups were Billboard and outdoor media with mean at 2.96 and SD at 0.98 in the medium level of perception , Magazine with mean at 2.88

and SD at 1.06 in the medium level of perception , Radio with mean at 2.76 and SD at 1.02 in the medium level of perception , Print advertising with mean at 2.70 and SD at 1.03 in the medium level of perception , Point of Sales with mean at 2.63 and SD at 1.07 in the medium level of perception , Friends with mean at 2.54 and SD at 1.09 in the medium level of perception and last group was Internet media with mean at 2.44 and SD at 1.11 in the medium level of perception.

Part 3 : The consumer perception on the image of companies toward the corporate social responsibility activities of Thai beverage co., ltd (public).

Table 4.10 : The agreement level of respondents on corporate image toward the corporate social responsibility activities of Thai beverage co., ltd (public)

4 -5 = Totally agree , 3 - 4 = Agree , 2 - 3 = Neutral , 1 - 2 = Disagree , 0 - 1 = Totally disagree

Title	Mean	Std. Deviation	Level of perception
Corporate social conduct	3.65	0.64	Agree
Citizenship	3.53	0.69	Agree
1. Thai Bev is a good organization and response for society environment	3.54	0.88	Agree
2. Thai Bev support useful activities and care environment	3.71	0.80	Agree
3. Thai Bev has production process and good environment management	3.34	0.76	Agree
Community	3.80	0.78	Agree
4. Thai Bev support useful activities to society and community	3.88	0.85	Agree
5. Thai Bev is accepted from Thai society about good relationship with community and people in that area	3.73	0.80	Agree
Quality of life	3.62	0.72	Agree
6. Thai Bev produces creative activities to improve and give the opportunity for people in society	3.59	0.79	Agree
7. Thai Bev helps a and improve quality of life of people in society better	3.52	0.91	Agree
8. Thai Bev supports and helps in part of scholarship to give opportunity for students.	3.66	0.83	Agree
9. Thai Bev supports instruction such as building schools and library	3.60	0.86	Agree
10. Thai Bev cares youth	3.41	0.98	Agree
11. Thai Bev supports and helps foundations by donation money and stuffs.	3.64	0.98	Agree
12. Thai Bev helps people form disaster by donation money	3.97	0.94	Agree
Company business conduct (Reputation)	3.73	0.78	Agree
13. Thai bev is famous and well known	4.07	0.89	Totally Agree
14. Thai bev is believeable and good image	3.93	0.87	Agree
15. Thai Bev admires by other people	3.46	0.91	Agree
16. Thai Bev is honest organization and reliable for consumers	3.50	0.94	Agree
Corporate social conduct and Company business conduct	3.67	0.65	Agree

Table 4.10 , The consumer perception on the image of Thai beverage company limited (public) toward their corporate social responsibility activities . The consumer perception on corporate social conduct perceived total average with mean at 3.64 and S.D 0.64 in agree level of perception by citizen factor in average with mean at 3.53 and S.D at 0.69 in agree level , community factor in average with mean at 3.80 and S.D at 0.78 in agree level and Quality of life factor in average with mean at 3.62 and S.D at 0.72 in agree level . For term of Company business conduct in reputation factor perceived with mean at 3.73 and S.D at 0.78 in agree level .The consumer perceived for the corporate image toward their total conduct of corporate social responsibility activities as this research discussion total average with mean at 3.67 and S.D at 0.65 in agree level.

Part 4 : The responsiveness of consumer to perceive the alcohol business in Thailand and the corporate social responsibility activities of Thai beverage ,co .ltd (public) and the factor of consumer's perception effect to their purchasing decision.

Table 4.11 : The responsiveness of consumer to perceive the alcohol beverage drinking of Thai people

Acceptance for alcohol beverage drinking in Thai culture	Frequency	Percentage %	Level of perception
Accept	306	76.5	High
No accept	94	23.5	Medium
Total	400	100	400

Table 4.11 illustrate frequency and percentage in the acceptance of respondents. For 400 qualified answer , the largest group of the 306 respondents was acceptable, accounted for 76.50 % and the second group of the 94 respondents was unacceptable . Accounted for 23.50%

Table 4.12 : The responsiveness of consumer to satisfy for Thai beverage corporate social responsibility activities

Consumer satisfaction for Thai beverage corporate social responsibility activities	Frequency	Percentage %	Level of perception
Satisfy	365	91.25	High
No satisfy	35	8.75	Medium
Total	400	100	400

Table 4.12 illustrate frequency and percentage in the satisfaction of respondents toward the Thai beverage corporate social responsibility. For 400 qualified answer , the largest group of the 365 respondents was satisfying , accounted for 91.25 % and the second group of the 35 respondents was unsatisfying . Accounted for 8.75%

Table 4.13 : The factor of consumer perception to purchasing decision on product of Thai beverage co .ltd (public)

The factor of consumer perception for Thai beverage product purchasing decision	The percentage %
Good quality of product	11.19%
Sales promotion	11.94%
Reputation (Corporate image)	14.42%
Effect to your image when use the brand	6.51%
Take care for social responsibility and makes the benefit to the society	10.02%
Available (Easy to buy)	12.47%
Advertising stimuli	11.69%
Brand of Thai.	12.95%
The strength of alcohol beverage business	2.70%
Stay with Thai people for long time	6.11%
Total	100.00%

Table 4.13 , For the factor of consumer perception towards the Thai beverage product purchasing decision ,The largest group was Reputation of company with 14.42% . The second group was Thai brand with 12.95%. The third group was available with 12.47% . The forth group was sales promotion with 11.94% . The fifth group was advertising was 11.69%. The good quality of product was the sixth groups with 11.19% and the seventh groups was Taking care for social responsibility with 10.02% and the next group were effecting to your image with 6.51% , stay with Thai society for long time with 6.11% and the strength of alcohol beverage business in Thailand it the last group with 2.70%.

Table 4.14 : the other corporate social responsibility activities that consumer need to get from Thai beverage company limited (public)

Other corporate social responsibility activities that need to see more from Thai beverage ,co .ltd (public)	Frequency	Percentage %
No comment (it's OK)	251.00	62.75
Recycle, or Reuse encouragement.	14.00	3.50
Develop and improve status of rural people	55.00	13.75
Reduce for saving to community	12.00	3.00
contribute partners and consumers to engage in community volunteering activities.	15.00	3.75
Natural environment conservation	25.00	6.25
Ethics encouragement specially for urban people	26.00	6.50
other	2.00	0.50
Total	400.00	100.00

Table 4.14 illustrate frequency and percentage of other corporate social responsibility activities that respondents need to see from Thai beverage ,Co .ltd (public) . For 400 qualified answer , the largest group of respondents with 251 persons was not have any idea for new social activities , accounted for 62.75 % . The second group was develop and improve status of rural people with 55 persons , accounted for 13.75% . The third group was ethics encouragement specially for urban people with 26 respondents , accounted for 6.50% . The forth group was natural environment conservation with 25 persons , accounted for 6.25% . The next groups were recycle or reuse encouragement with 14 persons , accounted for 3.505 , Reduce for saving to their community with 12 respondents , accounted for 3.00% and Others comment have 2 persons with 0.50% .

4.3 Conclusion

From data presentation which have 14 tables from 4 parts in this research discussion . Researcher plan to focus and analyze prior on part 2 for consumer perception on corporate social responsibility activities of Thai beverage co., ltd (public) ,part 3 for the corporate image that toward the social responsibility activities in consumer perception and part 4 for the alcohol beverage drinking in Thailand in attitude's consumer, the consumer satisfaction towards the CSR Activities of Thai beverage co., ltd (public) and the factor of consumer's perception effect to their alcohol beverage purchasing decision in order to answer the question on the research's objective and evaluate all information with efficiency to recommend the management in the strategy to satisfy Thai beverage co., ltd (public)'s consumers to have bonding in the brand and company .

CHAPTER 5

DATA ANALYSIS

5.1 Introduction

The objective of this chapter is to analyze the data presentation to clarify what is the most and the least level of the consumer perception to the corporate social responsibility issue, the accepting for the corporate image and the prior factor to purchasing making decision of alcohol beverage of Thai beverage co., ltd (public) and classify a few of demographic of respondents who are the potential consumer of this company.

5.2 Discussion

General Demographic

This survey found that the respondents are mostly male, accounting for 56% of the total. Most are in the marital status of single with 66.75% and age of 26 to 35 years old. A bachelor's degree is the major education level of respondents, representing 69.25% of the sample. Most of the respondents 78.50% are private officer. Term of monthly income, 42.25% of sample is in 10,000 to 19,999 baht range of income per month.

The consumer perception on corporate social responsibility activities of Thai beverage co, ltd (public)

This survey found that consumer perception on total corporate social responsibility activities of Thai beverage co., ltd (public) are effective with high level of consumer perception and the most of respondents 91.25% are satisfying for Thai beverage co., ltd (public) corporate social responsibility activities and around 76.5% also perceived the alcohol beverage drinking behavior of Thai people.

The Corporate social responsibility activities of Thai beverage co., ltd (public) is separated to main 5 activities which are the social activities , the sportive activities , the public health activities , the Thai culture activities and the educating perception . The social activities to encourage and solve problems of communities such as to pool efforts in cool risking between firms and the ministry of the interior , support many institutions to reducing accident campaign is the highest of consumer perception with 55% contribution . The next with 30% is the sportive activities to support sport activities which build new youth to take care their health and avoid from habit-forming drug and the famous project is “ Chang Thai to Everton” to practice your generation food ball skill at Everton club and it has high potential to satisfy consumer . However existing social responsibility activities of the company still not performed .

The perception in channel of media of respondents.

This survey found that the consumer perception on media program in corporate social responsibility activities of Thai beverage co., ltd (public). In conclusion all nine variable of media programs, The largest group was advertising , program and news from television channel in high level of perception. The second largest group was from newspaper and the third groups was advertising at Billboard and outdoor

media with medium level of perception so the Television media have the most potential for communication to mass society.

The consumer perception on the image of companies toward the corporate social responsibility activities of Thai beverage co., ltd (public).

This survey found that the consumer perception on the corporate image toward their corporate social responsibility activities of Thai beverage co., ltd (public) perceived the corporate social conduct with mean at 3.64 from 5 in agree level of perception and the Company business conduct in reputation that also perceived with mean at 3.73 in agree level. Total term for the corporate image toward to the corporate social responsibility activities as this research discussion have the mean at 3.67 in agree level with definitely our respondent who are consumers of the organizations accept and satisfy for the social responsibility activities of company so these point presented the perception and attitude of consumer towards the activities and the alcohol beverage drinking is not negative term however some respondents willing to see more activities for their society and community.

The factor of consumer perception toward purchasing decision product of Thai beverage co., ltd (public)

This study found that the factors that consumer pay attention to the purchasing decision to be a consequence of the perception on corporate social responsibility's activities of Thai beverage co., ltd (public) is not priority. The first factor is the reputation of company with the proportion 14.42%. The second factor is brand of Thai with 12.95%. which are the image of corporation but it's not social issue. The

next factor are availability , sales promotion , advertising and the quality of product which are the marketing mixing is not different for the criteria to decision. In section that Thai Beverage co., ltd (public) is the social responsibility organization and make the benefit to the society founded consumer pay attention at the seventh level with 10.02% that is not key factor for consumer pay attention to the purchasing decision.

The other corporate social responsibility activities that consumer expect from Thai beverage company limited (public).

This study found that some respondents with 37% contribution expect for other corporate social responsibility activities of Thai Beverage co., ltd (public) by the Most are activities of developing and improving status of rural people with 13.75% . The ethics encouragement activities specially for urban people 6.50% and the third activity is natural environment conservation 6.25%.

5.3 Conclusion

From the data analysis , the research found the consumer perception towards the corporate social responsibility activities in overall that is good comment and trend to the positive feedback and there are the opportunity to develop them to fulfill their good perception and attitude with the brand and the organization for future.

CHAPTER 6

CONCLUSION AND RECOMMENDATION

6.1 Introduction

From the data presentation and analysis , The objective of this chapter is to conclusion of the data analysis and identify how the execution of the corporate social responsibility activities of Thai beverage co., ltd (public) effective to consumer perception and purchasing making decision significantly by answer all questions of the research discussion and also recommend some ideas to the management of this company to determine the better effective strategy of corporate social responsibility activities to satisfy for consumers and their community in order to create loyalty.

6.2 Discussion

The Conclusion

The result of the study reveal that the consumer perceptions on corporate social responsibility activities in the agree level of perception for Thai beverage co., ltd (public) and the activities of corporate social responsibilities has related to Kolter. There were cause promotion , corporate social marketing , corporate philanthropy , community volunteering and social responsibilities business practice. From the question of this research discussion,

1. How do consumers perceive on the image corporation with corporate social responsibility activities of Thai beverage co., ltd (public)?

The consumer perceptions on the corporate image toward their corporate social responsibility activities perceived in agree level that present the attitude of consumer is not negative and the corporate image toward their corporate social responsibility activities had positive relationship association with those activities however it still is not significant to buying behavior of consumer.

2. What does factor to effect consumer attitude and perception toward the image of Thai beverage co., ltd (public) and what are the determinants dominating consumers purchasing decision making to Thai beverage product. ?

The determining of consumer purchasing decision in this study was the reputation of organization is the most importance factor whatever shown the good sense for the company because it is relevant to the image of corporation but it is not from social responsibility issue because the corporate social responsibility activities determining in low level of perception that the consumer pay attention to purchasing decision product of Thai beverage co., ltd (public).

3. How do consumer satisfy for the corporate social responsibility activities of company and the recognition for alcohol beverage consumption in Thailand ?

The consumer satisfaction to the corporate social responsibility and consumer attitude to accept alcohol beverage consumption in Thailand perceived in totally agree level so The company have basely the advantage with the positive feedback from consumer to develop the next social responsibility activities and other forward to the better image of corporation and aim to be the priority of criteria to pay attention to purchasing decision in short term and long term.

Recommendation

According to the result of the study , This research suggest that the consumer's perception for the corporate social responsibility activities is on the agree level but actually, the totally agree is the company expectation . Even though , just a few consumer know about organizing the activity for social but consumer agree with activity that organization done. It causes the good image would support the marketing by making sales for product, it good for financial position. Is also causes the trustfulness and faithfulness of organization which it is the long-term benefit. In term of consumer , the study founded that the social responsibility is not be counted as the important factor for making the purchase decision . The consumer still pay the attention sequence on the reputation , availability , the Thai brand which is traditional , the product and sale promotion as the priority and score in each factor are not significantly different however it's good sound that consumer recognize in corporate image with reputation and conservative Thai brand. There are high potential in emotional term if company strongly approach this issues with social responsibility reaction to be the important factor and affect to the purchasing decision.

The recommendation for Thai Beverage Public Company Limited.

1. Communication.

The organization should improve strategy on communication , in order to promote the perception and understanding on the activity to the public , and to create the participation from the people in the CSR activities and suggested by the survey. Television media should be the best communication to mass market for all

segmentation to perceive the activities both of direct consumer and indirect consumer which define their community.

2. Social issue selecting.

The organization should not select the social issue but should select and focus on the issue that important to society, and from their activities, the problem should be improved. Moreover, The company should concentrate and intent to their CSR activities in limit field, and select them from the need of public. In order to choose the area of CSR activity to promote, the company has to carefully consult it with all parties concern in all aspects. As suggested by the survey, Activities about social issue to find the solution and sportive issues to encourage youth generation which are high potential because consumer have awareness and perceive them with satisfaction and expect company to on going and extend to other campaigns for future.

3. To make partnership with public.

To operate social responsibility activity, the organization often needs the cooperation from other parties. It may due to its limitation of human resource and capital, wide-scope of activities and special experience. Therefore, selecting the right institute of alliance and the relationship pattern are one of the important factor of success, and it also helps to increase the value added for the corporate value and social value from the CSR activity and also share the voice of communication message with competitors and other categories as well.

1. To operate variety the CSR activity

To achieve the objective in achieving the public recognition, Company should try to mix the kinds of the CSR activities for creating the social value added in wider range, and could align them with the image and the reputation which is strong in the

positive way to the organization.

2. Evaluation

The evaluation of CSR performance to society and company is the necessary process for the marketing program because the issue of society may change and the company really must to follow the issues and problem that occurred in update situation. And the evaluation should be taken in to consideration for improving the CSR activities of company in future.

What do you learn from IS615: Independent Study ?

To understand the concept and process of IS which is significant and trustful in the result for research discussion if the researcher clear in the structure and aware for limitation of study .The problem and objective are the most important to clarify firstly before go through the next step and also recognize to follow the principle in research methodology to ensure for the implementation .

6.3 Conclusion

This research is a few study of this topic available , thus may have any issues still need to explore to reflect perfectly on the image of company toward their corporate social responsibility of consumer perception to the organization and the study should research for how to link this effect to influent the customer's decision making to purchase the products and also focus on how to find the social expectation from the social responsibility of consumer to the organization as well. The CSR may add in the profitable result in both of corporate image and financial term of revenues and profits if the strategy of CSR program is fit to social issues and expectation.

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- 2 What is the most social responsibility activities that you prefer for your area.
- 1. () Societal responsibility
 - 2. () Sportive Responsibility
 - 3. () Educating responsibility
 - 4. () Culture Responsibility
 - 5. () Public health responsibility

3 How is the level that you know the corporate social responsibility activities of Thai beverage ,co.ltd (public) through the following media type ?

Media Programs	Least ←————→ Most				
	1	2	3	4	5
1 Advertising , Program or News from television					
2 Advertising , News or Journal form newspaper					
3 Advertising , News or Journal form magazine					
4 Advertising on Radio					
5 Other printed media such as Poster					
6 Bill board					
7 Internet					
8 Point of sales					
9 Recommend form friends or other people.					

Part 3 : Opinion level with idea linkage of Corporate social responsibility activities to corporate image.

Explanation Please answer the question by filling ✓ in the blank () or the area that in your answer (5 = Most , 4 = High , 3 = Medium , 2 = Low , 1 = Least) (please answer all) which you recognized.

- 1 How is the level of corporate social responsibility activities of Thai beverage ,co.ltd (public)

Corporate social conduct	Least ←————→ Most				
	1	2	3	4	5
Citizenship	1	2	3	4	5
1. Thai Bev is a good organization and response for society environment					
2. Thai Bev support useful activities and care environment					
3. Thai Bev has production process and good environment management					
Community	1	2	3	4	5
4. Thai Bev support useful activities to society and community					
5. Thai Bev is accepted from Thai society about good relationship with community and people in that area					
Quality of life	1	2	3	4	5
6. Thai Bev produces creative activities to improve and give the opportunity for people in society					
7. Thai Bev helps a and improve quality of life of people in society better					
8. Thai Bev supports and helps in part of scholarship to give opportunity for students.					
9. Thai Bev supports instruction such as building schools and library					
10. Thai Bev cares youth					
11. Thai Bev supports and helps foundations by donation money and stuffs.					
12. Thai Bev helps people form disaster by donation money					

Questionnaire (Thai)

แบบสอบถาม

เรื่อง : การรับรู้ของผู้บริโภคที่มีต่อความรับผิดชอบต่อสังคมของบริษัท ไทยเบฟเวอเรจ จำกัด (มหาชน) ผู้ผลิตเหล้าไทย แบรินด์แสงโสม , แม่โขง , หงส์ทอง , เบียร์ช้าง , เบียร์อาซา , เบียร์เฟดเดอเบรอยด์
คำชี้แจง : โปรดเติมเครื่องหมาย ลงในช่องว่าง ()

ส่วนที่ 1 : ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

- 1 เพศ
 1. () ชาย
 2. () หญิง
- 2 สถานภาพ
 1. () โสด
 2. () แต่งงาน แต่ไม่มีบุตร
 3. () แต่งงาน และมีบุตรแล้ว
- 3 อายุ
 1. () 18 - 25 ปี
 2. () 26 - 35 ปี
 3. () 36 - 45 ปี
 4. () 46 - 55 ปี
 5. () มากกว่า 56 ปี
- 4 การศึกษา
 1. () ต่ำกว่าปริญญาตรี
 2. () ปริญญาตรี
 3. () ปริญญาโท
 4. () ปริญญาเอก
- 5 อาชีพ
 1. () นักเรียน / นักศึกษา
 2. () พนักงานภาคเอกชน
 3. () พนักงานภาครัฐ
 4. () เจ้าของธุรกิจ
- 6 รายได้ต่อเดือน
 1. () ต่ำกว่า 10,000 บาท
 2. () 10,000 - 19,999 บาท
 3. () 20,000 - 29,999 บาท
 4. () 30,000 - 39,999 บาท
 5. () 40,000 - 49,999 บาท
 6. () มากกว่า 50,000 บาท

ส่วนที่ 2 : กิจกรรมที่บริษัททำเพื่อสังคม (Corporate Social Responsibility activities)

คำชี้แจง : กรุณาตอบคำถามโดยใส่เครื่องหมาย / ลงในช่องว่าง () หรือ ช่องคำตอบที่ตรงกับหัวข้อที่เป็นคำตอบของท่าน (กรุณาตอบคำถามทุกข้อ)

(5 = รู้จักอย่างดี , 4 = ค่อนข้างรู้จัก , 3 = ไม่แน่ใจ , 2 = ไม่ค่อยรู้จัก , 1 = ไม่รู้จักเลย)

1 ท่านรู้จักกิจกรรมเพื่อสังคมของ บริษัท ไทยเบฟเวอเรจ จำกัด (มหาชน) ต่างๆ มากน้อยแค่ไหน

กิจกรรมเพื่อสังคมของ
1 กิจกรรมทางสังคม เช่น ไทยเบฟ ใจदानภัยหนาว ซัพซิปลดภัย , หมู่บ้านข้างช่วยสีนามิ , พัฒนาชุมชนชนบท
2 กิจกรรมทางการศึกษา เช่น ส่งเสริมศึกษาต่อต่างประเทศ สานใจไทยสใจใจใต้ , ทูตส่งเสริมด้านดนตรี ดริยางคศิลป์
3 กิจกรรมทางสาธารณสุข เช่น ช้างคลินิก , แขนขาเทียม บริจาครถพยาบาล , รถทันตกรรมเคลื่อนที่
4 กิจกรรมทางกีฬา เช่น ช้างไทยไปเอฟเวอดตัน , กีฬาเพื่อ เยาวชนไทย , ช้างจูเนียร์ (ฟุตบอลชุมชน)
5 กิจกรรมทางวัฒนธรรม เช่น สนับสนุน " สยามนิรมิต" บูรณาการวัฒนธรรมผ่านังวัดโพธิ์ , ส่งเสริม วิทยาลัยดริยางคศิลป์

←—————→				
ไม่รู้จักเลย		รู้จักเป็นอย่างดี		
1	2	3	4	5

- 2 กิจกรรมเพื่อสังคมของ บริษัท ไทย เบฟเวอเรจ จำกัด (มหาชน) ใน ที่ท่านพอใจมากที่สุด
1. () กิจกรรมทางสังคม
 2. () กิจกรรมทางกีฬา
 3. () กิจกรรมทางการศึกษา
 4. () กิจกรรมทางวัฒนธรรม
 5. () กิจกรรมทางสาธารณสุข

3 ท่านรู้จักกิจกรรมเพื่อสังคมต่างๆ ที่ได้จัดขึ้นจากสื่อแต่ละสื่อต่อไปนี้มากน้อยเพียงใด

คำชี้แจง : กรุณาตอบคำถามโดยใส่เครื่องหมาย / ลงในช่องว่าง () หรือ ช่องคำตอบที่ตรงกับหัวข้อที่เป็นคำตอบของท่าน (กรุณาตอบคำถามทุกข้อ)

(5 = มากที่สุด , 4 = มาก , 3 = ปานกลาง , 2 = น้อย , 1 = น้อยที่สุด)

สื่อต่างๆ	น้อยที่สุด	น้อย	ปานกลาง	มาก	มากที่สุด
1 โฆษณา,รายการ หรือ ข่าว ทางโทรทัศน์					
2 โฆษณา,รายการ หรือ ข่าว ทางหนังสือพิมพ์					
3 โฆษณา,รายการ หรือ ข่าว ทางนิตยสาร					
4 โฆษณาทางวิทยุ					
5 สื่อสิ่งพิมพ์ต่างๆ เช่น ไปสเตอร์ แผ่นพับ					
6 ป้ายบิลบอร์ด / ป้ายโฆษณากลางแจ้ง					
7 สื่ออินเทอร์เน็ต					
8 สื่อประชาสัมพันธ์ ณ จุดขาย					
9 เพื่อนหรือ คนรู้จักแนะนำ					

ส่วนที่ 3 : ระดับความคิดเห็นกับการเชื่อมโยง ความคิดเกี่ยวกับภาพลักษณ์องค์กร (Corporate Image)

คำชี้แจง : กรุณาตอบคำถามโดยใส่เครื่องหมาย / ลงในช่องว่าง () หรือ ช่องคำตอบที่ตรงกับหัวข้อที่เป็นคำตอบของท่าน (กรุณาตอบคำถามทุกข้อ)

(5 = เห็นด้วยอย่างยิ่ง , 4 = เห็นด้วย , 3 = เฉยๆ , 2 = ไม่เห็นด้วย , 1 = ไม่เห็นด้วยอย่างยิ่ง)

	↔				
	ไม่เห็นด้วยอย่างยิ่ง				เห็นด้วยอย่างยิ่ง
	1	2	3	4	5
การดำเนินการทางด้านสังคมขององค์กร (Corporate social conduct)					
การเป็นองค์กรที่ดี (Citizenship)	1	2	3	4	5
1. ไทยเบฟ เป็นองค์กรที่ดี และ มีความรับผิดชอบต่อสังคมตามที่สังคมคาดหวัง					
2. ไทยเบฟ มีการสนับสนุนกิจกรรมที่เป็นประโยชน์ และห่วงใยต่อสังคมด้านสิ่งแวดล้อม					
3. ไทยเบฟ มีกระบวนการผลิต และจัดการสิ่งแวดล้อมที่ดี					
ความสัมพันธ์กับคนในชุมชน (Community)	1	2	3	4	5
4. ไทยเบฟ มีการสนับสนุนกิจกรรมที่เป็นประโยชน์ต่อสังคม และ ชุมชน					
5. ไทยเบฟ เป็นที่ยอมรับจากสังคมไทยในด้านการมีความสัมพันธ์ที่ดี กับชุมชน และคนในท้องถิ่น					
การส่งเสริมคุณภาพชีวิตของคนในสังคม (Quality of life)	1	2	3	4	5
6. ไทยเบฟ มีกิจกรรมที่สร้างสรรค์ช่วยพัฒนา และให้โอกาสคนในสังคมให้มีส่วนร่วม					
7. ไทยเบฟ ให้ความช่วยเหลือคนในสังคม และ ยกระดับคุณภาพชีวิตความเป็นอยู่ของคนในสังคมให้ดีขึ้น					
8. ไทยเบฟ มีการสนับสนุน และให้ความช่วยเหลือด้านการมอบทุนการศึกษา และ อื่นๆ เพื่อให้โอกาส และพัฒนาเยาวชน					
9. ไทยเบฟให้การสนับสนุนด้านสิ่งปลูกสร้าง เช่น การสร้างอาคารเรียน หรือ อื่นๆ					
10.ไทยเบฟให้ความสำคัญ และ ห่วงใยเยาวชนผู้เป็นรากฐานของประเทศ					
11.ไทยเบฟ มีการสนับสนุน และให้ความช่วยเหลือมูลนิธิต่างๆ ในด้านการบริจาคเงิน และ อื่นๆ					
12.ไทยเบฟ ให้ความช่วยเหลือผู้ประสบภัยที่เดือดร้อนในด้านการบริจาคเงิน และ อื่นๆ					

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